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April 17, 2000

Dr. Jane Henny, Commissioner
Food & Drug Administration
5600 Fishers Lane
Rockville, MD 20857

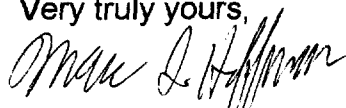
Dear Dr. Henny:

The dairy industry has filed a petition to prevent other industries from using the term "milk" in their products. I am writing to request your opposition to this petition.

I no longer use cows' milk for a variety of reasons including the increased use of BGH and antibiotics in farming. I have found that soy milk and rice milk are healthier alternatives. The use of the term "milk" in alternative products gives consumers a comfort level that allows them to try these products. I think the **FDA** should support this form of choice.

A simple suggestion would be to label all milk products by their origin, such as cows' milk, rice milk, coconut milk, etc. Please do not hamper the consumers' right to a clear and healthy alternative by allowing the dairy industry to monopolize this terminology.

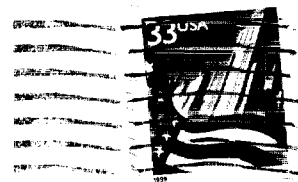
Very truly yours,


Marc I. Hoffman

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